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UNCLAS

108 ALLEN/SMITH FROM CROZIER HN 710

REFERENCE FOS MEMORANDUM OF 11 JULY 1963 SUBJECT PRESS

SOURCELINES:

ECB CONSENSUS ON REQUESTED RECOMMENDATIONS IS AS FOLLOWS:

1. ELIMINATION OF TARGET AREA FROM NONCOMMUNIST PRESS

TRANSMISSIONS WOULD BE WELCOMED SINCE IT TELLS THE CONSUMER NOTHING OF INTEREST AND EASES THE BURDEN ON THE FIELD EDITOR.

2. ELIMINATION OF TARGET AREA FROM COMMUNIST PRESS AGENCY

TRANSMISSIONS--WHILE DISTINGUISHING BETWEEN INTERNAL AND EXTERNAL PAGE TWO RUEPHN 036A

SERVICES AND RETAINING THE LANGUAGE USED--IS ALSO ACCEPTABLE.

3. THE PROPOSED SUBSTITUTION OF "FOR" IN PLACE OF "TO" IN

INTERAGENCY TRANSMISSIONS WILL NOT ELIMINATE, WE BELIEVE, THE DIFFICULTIES INHERENT IN THIS PROBLEM. THE ORDINARY CONSUMER WOULD PROBABLY NOT NOTICE THE DISTINCTION. PRESERVATION OF THE PRESENT "TO" IS THEREFORE RECOMMENDED.

4. RETENTION OF THE DESTINATION CITY IS URGED STRONGLY IN THE

CASE OF BOTH COMMUNIST INTERAGENCY PRESS TRANSMISSIONS AND CORRESPONDENTS' DISPATCHES IN THE BELIEF THAT THERE IS OFTEN A SIGNIFICANT CONNECTION BETWEEN THE CHARACTER OF A GIVEN ITEM AND THE DESTINATION TO WHICH IT IS ADDRESSED. THIS IS PARTICULARLY TRUE IN THE CASE OF AN ITEM INTENDED FOR AN OFFICE OTHER THAN THE CENTRAL OFFICE OF THE RECEIVING AGENCY OR PUBLICATION.

5. THE ADVANTAGE OF HAVING THE CITY OF PUBLICATION PRECEDE THE

NAME OF THE PUBLICATION ITSELF (IN THE CASE OF CORRESPONDENTS' DISPATCHES) IS NOT CLEAR AND THE PROPOSED REVERSAL WOULD CREATE AN ADDITIONAL CLASS OF EXCEPTIONAL SOURCE LINES.

BT